



CONFIDENTIAL

SA/01-13/GOP-8484  
January 28, 2013

**To: All Member Broadcasters**  
**Sub: Suspension of Business of Government of Pakistan.**

Dear Members,

We have to inform you that **Government of Pakistan** has failed to clear the reported dues of our members against the advertisements of various Federal Ministries/ Departments. Therefore, all advertisings of **Government of Pakistan** shall stand suspended w.e.f **0:01 hours, Thursday, January 31, 2013** across all member broadcasters. This suspension includes all Federal Ministries of Government of Pakistan and their affiliate departments, autonomous and semi autonomous bodies.

All member broadcasters are advised not to air any advertisement of **Government of Pakistan (all Federal Ministries and their affiliate departments, autonomous and semi autonomous bodies)** after the mentioned time through any source whatsoever, from any channel of their network / bouquet till further communication by PBA.

Please note that clause 18.3 of PBA rules and regulations governing conduct of advertising agencies / media buying houses specifically spells: *No member broadcast house will run advertisement of a suspended agency/ MBH, or a black listed client. In the event of violating this rule, the broadcaster shall be liable to a fine of Rs. 200,000 per spot and the cost of commercial as per rack rate.*

It may please be noted that any client under suspension cannot shift its business, or place any business directly or through any other source to a broadcaster until the client is restored.

Best Regards,

  
**Muhammad Ali Butt**  
Executive Director